

45th YEAR

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Photo of the Month See Page 18

November, 1955

In This Issue:

Hailstorm In Montana!

Year-End Bonus Plans

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(See Contents Page)

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2 <input type="checkbox"/>	12 <input type="checkbox"/>	22 <input type="checkbox"/>	32 <input type="checkbox"/>	42 <input type="checkbox"/>	52 <input type="checkbox"/>	62 <input type="checkbox"/>
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9 <input type="checkbox"/>	19 <input type="checkbox"/>	29 <input type="checkbox"/>	39 <input type="checkbox"/>	49 <input type="checkbox"/>	59 <input type="checkbox"/>	69 <input type="checkbox"/>
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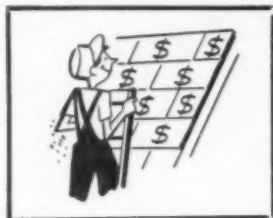
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(Continued on Next Page)

WHOLESALE PRICES available to roofers on snow guards for slate, tile and metal roofs. American and French asbestos shingles. Check #24.



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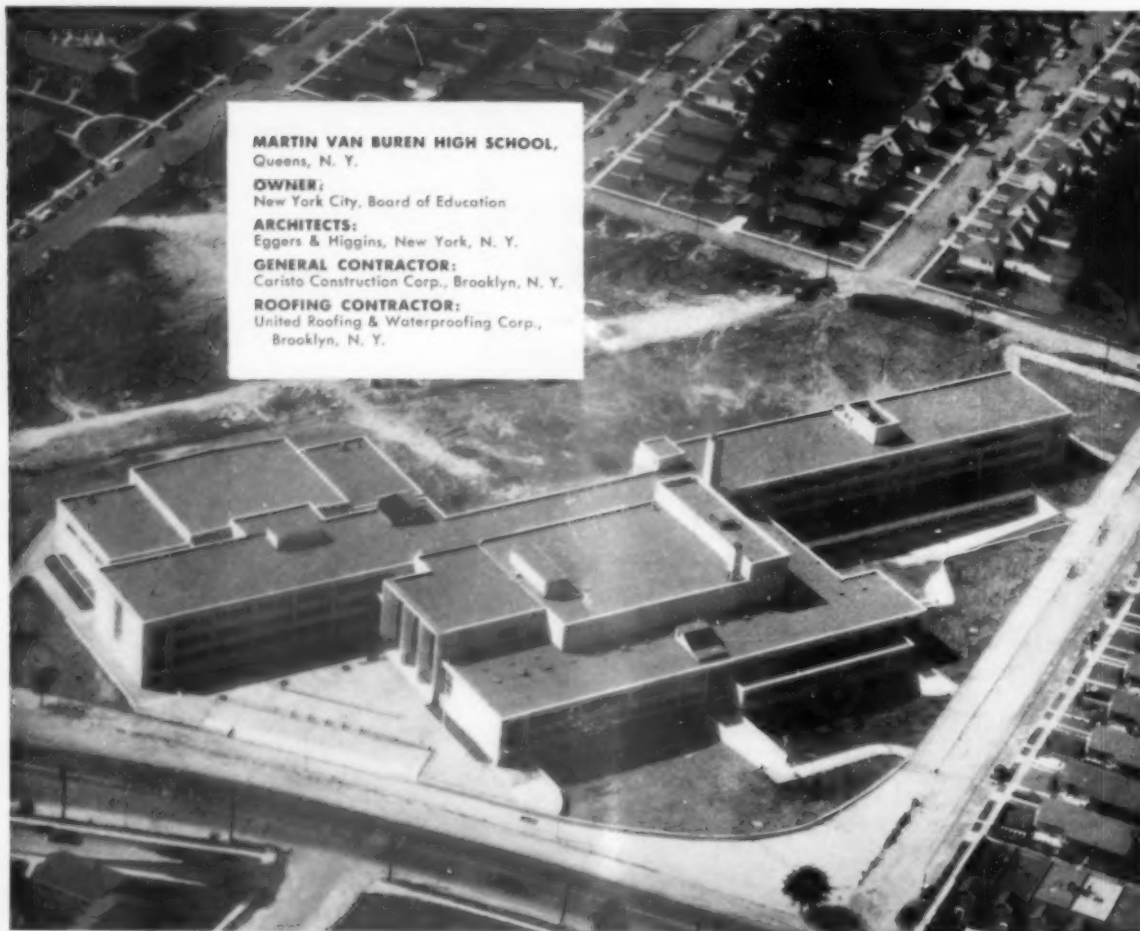
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The **RUBEROID Co.**

Asphalt and Asbestos Building Materials

Nailing It Down

IN estimating future business potential on the basis of past activity the roofing and siding contractor may err—but actually on the low side, if estimates recently released have any meaning. For, while about 10,000,000 homes have been constructed in the 10 years since the War, it is now predicted that some 12 to 13 million more will be built in the next 10 years.

As has been indicated in our own recent editorials, with post-war houses just beginning to come on the market for maintenance and improvement in the next 10 years, the constantly growing new home market establishes a basis for a constant and ever-growing supply of structures which will require maintenance in the years to come.

In other words a tremendous backlog is being built up. A backlog in new homes, which, in a very few years will be an unending and ever-growing source of reroofing, residing, insulation and other home maintenance and improvement business.

Dr. George Cline Smith, economist for F. W. Dodge Corporation made the prediction of 12 to 13 million new homes in the next 10 years at the annual Fall meeting of the Producers' Council, Inc. Dr. Smith told his listeners that some \$600 billion will be spent on building materials and construction labor and service during the period. Of this amount Dr. Smith estimated not less than \$150 billion would be spent on maintenance and repair construction.

"This forecast," Dr. Smith said, "is conservative. It does not anticipate any construction boom, but simply a normal growth in line with the expansion of the nation."

"Most people have difficulty realizing the magnitude of that expansion," he said. "In the next ten years, our population will grow enormously. By the most conservative estimates, the increase will be greater than the present combined populations of Canada and Australia. The pressure that a population increase of this size will put on construction will be tremendous."

"But growth is not the only important aspect of population. Americans are traditionally restless, and they will continue to move about. In recent years, eight or nine million families have moved their homes annually, and about a million and a half of these have moved to different states. This

(Continued on Page 30)

15th Year

Devoted to

- ★ Roofing
- ★ Siding
- ★ Insulating
- ★ Waterproofing

AMERICAN ROOFER & SIDING CONTRACTOR

Vol. 45

NOVEMBER, 1955

No. 11

CONTENTS

Page

Free Catalogs & Literature.....	4
Nailing It Down.....	7
How Bonus Plans Can Cut Taxes and Cement Employee Goodwill.....	9
Hailstorm In Montana!.....	10
B-U Forum to Study Roof Decks.....	13
Modern Equipment "Know-How" Keeps Costs Low.....	14
"Remember Their Names"—Brings In Roof Sales.....	16
Covering The World.....	16
What's New.....	17
I.S.A. Calls On Contractors For Action To Halt Slums.....	19
News of The Month.....	20

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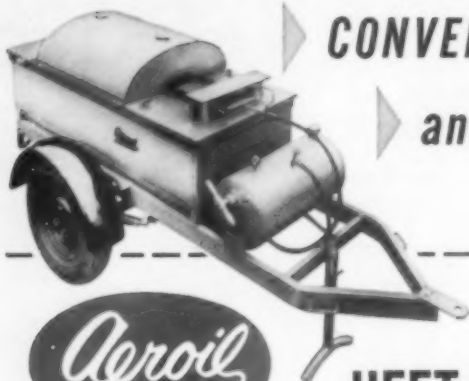
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AMERICAN ROOFER & SIDING CONTRACTOR

November

1955

How bonus plans can cut taxes and cement employee good will

ROOFING and siding contractors, who use a year-end bonus as a part of their compensation plan, find it has many advantages—and some drawbacks. A bonus plan will save tax dollars, increase employee loyalty, reduce absenteeism, cost some money, and take time to compute each year.

Roofing and siding contractors find a bonus plan develops a more loyal spirit among the employees. They have a stronger feeling of belonging to the profit team of your business. The year-end bonus makes the workers feel they were in part responsible for the profits of the business. They will put forth extra effort to keep profits up and the bonus payments coming in each year in the future.

Reduce Income Taxes

In addition to this employee loyalty, a year-end bonus plan will improve your firm's prestige in your community. You will have plenty of applications for any job vacancies that do develop in your organization. People like to work for a contractor who divides his profits with his workers.

Roofing and siding contractors realize an income tax saving when they

By **DON RIVERS**

have a year-end bonus plan. Naturally, your income tax payments are not reduced by the amount of your bonus payments. But, *your taxable income is reduced dollar-for-dollar* by the amount of your bonus payments.

Dollar-for-Dollar Cut

For instance, if your net taxable income is \$20,000, you will have income taxes of \$6,260. (This does not take dependents or personal deductions into consideration and is based on a single proprietorship rather than a corporation.)

Suppose you decide to pay a 10% year-end bonus to your employees. Your taxable income is reduced dollar-for-dollar by this amount. Thus, your \$20,000 taxable income is reduced dollar-for-dollar to \$18,000. On this amount of income, your income taxes would be \$5,400 (figured on the same basis without dependents or personal deductions).

Your income tax savings with the year-end bonus plan will be \$860

(\$6,260 less \$5,400). Thus, you can pay your employees a year-end bonus of \$2,000 for an out-of-pocket expense of only \$1,140.

Roofing and siding contractors with a higher net taxable income and in a higher income tax bracket will have larger savings. Lower tax bracket taxpayers will not realize quite as large savings, but the year-end bonus will probably be smaller.

Santa Claus is fine on Christmas, but most people do not expect him every day of the year. And, if a roofing and siding contractor pays a year-end bonus as a gift, it will not accomplish as much in building employee loyalty. Then, too, a gift is not a tax deduction like a bonus based on merit, according to the Internal Revenue Bureau.

Base Bonus on Merit

As a general rule, you will find that a year-end bonus is appreciated more if it is awarded on the basis of merit. Your employees will work harder and be more loyal if they feel they earn the year-end bonus you give them.

Some roofing and siding contractors base the year-end bonus payments on

(Continued on Page 31)



PHOTO OF THE MONTH

Contractors may think that our cover photo was used this month because it is such a good picture of steep roofing being applied over old roofing. While the subject alone would be sufficient to warrant publishing this excellent picture, the more important reason is the hailstorm that hit Montana last summer. This crew of Benson Roofing Company is putting a new roof over one of the thousands of homes whose roofs were wrecked in the hailstorm. If careful examination is made, pock-marks on the as yet uncovered sections of the roof can be dimly seen.

THE hail, wind and rainstorm that swept down the Yellowstone Valley into the city of Billings, Montana on the afternoon of July 6, 1955 was no hurricane Carol or Connie. It reached its peak at 2:11 P.M. according to Weather Bureau records, and lasted a scant 15 minutes. But it went into the records as the most destructive quarter-hour in the history of this sprawling

By E. ROD FUCHS

city of 55,000.

Officially, the National Board of Insurers listed the storm as Catastrophe No. 61, the first in the 11 western states since the catastrophe classification was set up in 1936. Nearly an inch of rain poured down in the brief interval. A barrage of hailstones, described by one observer as "jagged chunks of ice as big as a heavyweight's fists and twice as lethal" gave the city a merciless beating. A mile-a-minute wind added its damage-wreaking fury to the storm.

Property damage, first estimated at \$3 million, jumped to \$4 million within a few days as loss reports mounted, and now stands at more than \$5 million (plus an equal amount in crop losses). Practically every building in Billings and the surrounding area sustained major damage in one category or an-

other. Over 14,000 separate loss reports were made to the General Adjustment Bureau's emergency storm office by September 1.

Roof damage accounted for nearly 80 percent of the building losses, according to most Billings contractors. Siding losses were rated as severe, especially in the new residential areas. Thousands of window panes were smashed as was nearly every neon sign in town.

Billings roofing contractors and allied groups met the emergency head on. The key man among the contractors was William A. "Bill" Green, general superintendent of the Lowe Construction Co. and past president of the Billings Contractors Council. "Without an agreed-on set of price schedules for contractors and adjusters to go by," said Green, "the whole program might have bogged down. It took a lot of jaw-boning and bargaining to get it done,



PUNCTURED ROOFS — The storm was no respecter of building materials. Asphalt shingles, built-up roofs, slate and tile — all took a merciless beating. Photo above shows the shambles that was the tile roof of an attractive summer bungalow.

PEPPERED HOUSES — Pockmarked houses all over Billings testified to the storm's ferocity. This newly-built home east of the city was one of the hardest hit. Owner Verdun West points to a board that was split open by the king-sized hailstones.

IN MONTANA!

14,000 ROOFS WERE WRECKED IN 15 MINUTES IN JULY; 3 YEARS' WORK DONE IN 60 DAYS

but once hammered out the base price schedules turned out to be our best work expeditors. Take the case of the out-of-state adjuster who questioned a suggested figure of \$30 a square for wood shingles till we explained Montana's unfavorable freight rate situation. That one explanation across the table probably saved hours of haggling on the job."

Green's stellar job in working out ground rules for reroofing the city drew unstinting praise from John W. Park, assistant general manager of the General Adjustment Bureau's Pacific Coast department.

Meanwhile the Billings Contractors Council, representing all segments of the industry, was building solid public relations by cooperating with the GAB, Board of Insurers, Chamber of Commerce, labor unions and other groups by outlining step-by-step procedures for anxious property owners through newspaper, radio and television public service announcements.

Within a week after the storm, 93 adjusters and 71 clerical workers were processing loss claims at the rate of 300 a day. The roofers were as quick to adjust their field operations to the tempo of the emergency. Empire Heating and Cooling Co. added 30 men to its built-up division with crews from Utah, In-

diana and Ohio. The Benson Roofing Co., specializing in residential work, sent out an S. O. S. to associated firms in Butte, Spokane, Portland, Denver and Oklahoma City that brought 20 crews to Billings.

Nearly every general contractor in the area pitched in to help alleviate the mounting workload. The Lowe Construction Co., for example, diverted enough manpower to reshingle 75 homes in the early days of the emergency. "We're still at it, too," said Bill Green. "And chances are we'll help out as long as extra help is needed."

Out-of-town roofers responded in equally large numbers. They came from California, Washington, Idaho, Wyoming, Utah, Colorado, the Dakotas and Minnesota. The Nicholas and Lowe Roofing Co., up from Denver to work with the O'Malley Lumber Co., took

THE WRECKERS — These baseball-sized hailstones were found imbedded four inches in the front lawn of homeowner Alvin Strong an hour after the storm.



a liking to the picturesque Yellowstone Valley and now plans to move its entire operation to Billings.

Ray Miller of Idaho Falls came to Billings in May with his All State Roofing Co. Since the July 6 storm, his built-up crews have turned out something like a hundred jobs, big and little, temporary and permanent. So far, he's worked on one of the biggest wholesale grocery warehouses in the city, a leading truck agency and at the big refinery east of town where his contract calls for nearly 300 squares of graveled roof.

The classified section of the Billings telephone directory lists nine built-up

(Please Turn Page)



ADJUSTERS — Ninety-three of them were brought in for the gargantuan task of adjusting the 14,000 property damage insurance claims. The normal adjuster-complement in Billings is five men. They handled a three-year workload in 60 days.

And Then The ...



roofers. No less than 25 were in the field on September 1. Normally there are about 20 composition and asphalt shingle crews at work in the city. At the height of the emergency, there were over 100 at work in the area.

Plenty of Work Yet

Despite the expansion of local operators and the influx of outside roofers, only a scant 50 percent of the storm backlog has been touched. "We've put on a hundred new roofs since the storm," said Dale Beers, "including schools, institutions and commercial buildings. If the weather holds, we might catch up by January. If it doesn't, well, we'll still be doing hail damage work next July. Don't forget that we've still got our regular workload, too. Right now we're roofing a new school in Billings. That's a 1000 square job alone. And we have crews at work in Deer Lodge and Browning, both over 350 miles from Billings."

Charles F. "Charlie" Benson, who operates the Benson Roofing Co., has eased the minds of some 90 homeowners a week since the big hail and windstorm. "Right now we're working on emergency roof orders that came in July 27," he said. "Our backlog is well over 400 jobs. Somehow we manage to keep a half dozen crews on regular roofing orders. In the last 60 days we've run a bigger volume of business than we did all last year. We've al-

ready used 40 carloads of roofing materials and the end isn't in sight by any means."

The local freight agent for the Northern Pacific told Bill Green that the equivalent of two trainloads of roofing material had been shipped into Billings since the storm broke. "And we run long trains out here in Montana," he added.

H. D. Bradford, owner of the Bradford Roofing Co., brought in six out-of-town crews to work on storm damaged roofs. "We've worked on 350 to date, mostly temporary repairs," he stated. "But one new roof that had to go on fast was a 360 square storage warehouse roof that was literally chopped to ribbons."

"Probably the worst damaged roof

90 ROOFS A WEEK — That's the record pace being set by Benson Roofing Co. in Billings since the July 6 storm. Here, Charles F. Benson at right of fourth truck from left, readies nine of his 20 roofing crews for their day's hail damage assignments. Benson estimated his backlog of orders at 400 with several thousand claims still unclosed as of September 1.

we worked on was the auditorium building at the Midland Empire Fair Grounds. The hailstones out there must have been something fierce. With the fair coming up we didn't have time to reroof. Even the patching job we did took seven men nearly four days on 440 squares."

Despite the grim intensity of the emergency, it had its aftermath of humor, intended or otherwise. One housebuilder called the General Adjustment Bureau to ask if he couldn't get an adjuster and roofer right away. "It's a definite emergency," he explained. "You see, I'm going on my vacation." Later it developed that his two weeks off were taking him no further than his favorite fishing spot on the Yellowstone River nearby.

An aged woman told the contractor who repaired her roof, "I can't see that far and I certainly can't get up there to check on what you've done. Guess I'll just have to trust you!"

Another homeowner refused to consider any kind of adjustment for obvious damage to his roof. "All I want,"

(Continued on Page 29)

... Work Began



DAMAGE SPOTS clearly showing, a crewman works the pumping and hoisting equipment to reroof the mammoth grandstand at Midland Empire Fair Grounds. The stand was built in 1949 and the roof has been maintained in excellent condition. The 15-minute storm made it a 100 percent loss.

Members of NERSICA's Built-Up Roofing Committee met recently to formulate plans for the B-U Forum at the forthcoming national convention.



'56 Forum will study Roof Decks

PROPER application and care of roof decks will be the main topic to be considered at the 1956 Built-Up Roofing Forum to be conducted under the auspices of NERSICA in Atlantic City, N. J., February 11th, 12th and 13th, 1956.

At a meeting of NERSICA's Built-Up Roofing Committee held at the Hotel Sherman in Chicago, October 17, thirteen specific problems pertaining to decks were agreed upon as basic topics for the forum. Six outstanding experts volunteered to speak on one or more of these problems during the course of the meeting.

Among those who will take the platform are William J. Marshall, Technical Director of the Insulation Board Institute who will present problems that are pertinent to all thirteen basic topics; A. H. Story, Jr. of the Gypsum Association who will present design data and recommendations and types of construction to which gypsum decks are adapted; John T. W. Babcock, Secretary of the Metal Roof Deck Technical Institute, who will present a movie on metal roof decks and give the results of a fire survey.

Richard O'Hara of the Perlite Institute will present a history of Perlite construction and problems pertinent to the application of built-up roofing on decks made of this material. Daniel P. Jenny, Portland Cement Association, will present new developments in concrete roof decks, both precast and cast in place construction. James Spence, Vermiculite Institute, will discuss this material and the mixtures that should

be used for structural decks and fill. Among those present to assist the Committee in planning the program were the following: Elmer Dittmar of the Phillip Carey

Philip Carey Mfg. Co.; M. F. Brown, Certain-teed Products Corp.; Daniel P. Jenny, Portland Cement Association; O. H. Storey Jr., Gypsum Association; Chester E. Abbey, Certain-teed Products; Richard O'Heir, Perlite Institute; C. M. Timpe, Barrett Division, A. C. & D. Corp.; C. Glenn Fry, member NERSICA Roofing Committee, Bonded Applicators, Inc., Waynesboro, Pa.; William J. Marshall, Insulation Board Institute; John B. Caldwell, member NERSICA Roofing Committee; and A. G. Stafford, Canton, Ohio.

Company.

Carl Timpe of the Barrett Division, R. M. Brown and Mr. Abbey of the Certain-teed Company.

(Continued on Page 28)

BIG CHICAGO COUNCIL GETS UNDERWAY AS NERSICA GROUP



NERSICA of Metropolitan Chicago, the newest local council in the association, celebrated the first anniversary of its inception on October 18 with a dinner-meeting at Linn Burton's Steak House. Speakers were: E. F. Williams, national president; C. N. Nichols, national managing director; and Douglas A. Chalmers, Air Deal Window Co., metropolitan council president. Present officers of the Chicago Council are, in addition to Mr. Chalmers, Charles Gray of Weathermaster Window Co., E. J. Wright of National Window Co., John Minsker of Indiana Door and Home Equipment Co., and Floyd Thompson of Merit Metal Products, vice-presidents; Clifford Trudeau of Metal Weather Products, secretary; Earl A. Clamage of E. A. Clamage Co., treasurer and Frank Bowman, executive secretary.

Modern equipment "know-how" keeps costs low, cuts job time

This important discussion of kettles and "hot stuff" was originally presented at the NERSICA Built-Up Roofing Forum held in Chicago, March 14, 15 and 16, 1955.

THE biggest question asked today by the manufacturer in the built-up roofing industry is what are we doing to increase production and efficiency for the built-up roofer without a substantial increase in cost?

We have a constant research and development program trying to develop new equipment, trying to obsolete old equipment that will not lend itself to the mechanization of our industry.

We find, going back approximately two decades ago, the roofing industry was a very substantial user of unmechanized, antiquated equipment. However, our industry lends itself to mechanization and labor-saving devices as well as any of our modern industry.

Cooperation Needed

To what advantage is all this particular groundwork if the end user or the roofer does not take advantage of what is available today in our market? Surely the methods used by the founders of our trade are not adequate in our industry today. Competition is much keener. Our restrictions are more crucial, so the factor alone, competition, has helped raise the standards of our industry.

We, the manufacturer, and you, the roofer, are constantly trying to do our jobs better at a lower cost without sac-

Photos and Data Courtesy AEROIL PRODUCTS COMPANY

rificing quality. You as the individual must bid at the lowest possible cost and still maintain a fair margin of profit.

To do these things, we must co-operate as a team to take advantage of all the latest in modern equipment that is available today.

The kettle manufacturer offers to you today a fully insulated kettle, and in return for your investment, we give you a fast, economical service, durability and safety.

What a far cry this is from the old type, wood-burning kettle. It was very hazardous, inefficient and actually cost approximately double the amount to operate over our present equipment.

Today our kettle is built for the maximum of heat retention. This eliminates a great deal of fuel loss, so therefore, it is a saving. We construct our equipment for simplification of operation, simplification of cleaning by easy removal of the immersion tube unit. We have put in vented covers to reduce built-up pressure, and with all these factors taken into consideration, our previous kettle required approximately double the cost to operate over our present equipment.

In the rate of production of present

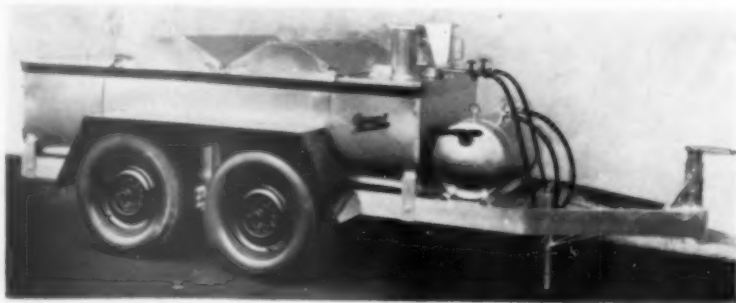
equipment over and beyond the old type, starting from a 55 gallon kettle up to approximately 500 gallon capacity kettle, we average between 450 and 3200 pounds per hour melting rate.

This is primarily asphalt or pitch of average quality. We vary quite a bit on these figures if the material has higher or lower melting point. That is why it is peculiar in our industry. The manufacturers cannot go out to your particular jobs and actually tell you, "We can save you so much." The jobs throughout the country vary. The material varies, weather conditions vary, so we can actually only talk in round figures, and we hope to be as close and as conservative, as possible.

Roof Pump Modernized

Another of our major steps forward in the last few years has been the adoption and approval of the roof pump. Previous to this method, we hand-hoisted hot material by buckets. This one operation had accounted for the majority or the highest percentage of accidents on the job. So if you turn this problem around and reface it, you can make another saving through accident and insurance policies on our particular type of work. Today our roof pump will pump approximately 22 gallons a minute. Set-up time is

Here is a 500-gallon roofing kettle specially designed for peak performance in street-to-roof pumping. This is an example of modern equipment constantly being introduced to make the roofing contracting business more efficient and profitable.





As a result of the recent hailstorm in Billings, Mont., the mammoth grandstand at Midland Empire Fair Grounds had to be reroofed completely. Shown here is part of the stadium. The ground crew of Empire Heating and Cooling Co. is preparing to start the big job with a 275-gallon kettle equipped with pump, conveyor and power hoist.



A wheeled feltlayer is used by the Empire crew to resurface the block-long roof. From the vantage point, the roof of the stand looks like the deck of a Navy Flat Top. But with modern equipment, a complete transformation took place. Gaping holes in the roof were caused by hailstones.

approximately 10 to 15 minutes.

We have one recommendation here to make. If it is at all possible, prior to closing a job in the evening, take five minutes to run kerosene through your pump and through your lines, so that this equipment is immediately available in the morning for production.

There is no question that we have problems of sediment in the lines, in the pump, when it is shut down and left, and it is your equipment and your money. All the manufacturer requests is if proper care is taken of the equipment it may run for five to ten years. We have some kettles running that are over twenty years old, but it is through proper care and maintenance. The few minutes it will take you will return your investment for buying mechanized equipment.

Utilizing Roof Pumps

We have another recommendation that is pretty well proven with you roofers in the field. In utilizing roof pumps, it is far superior to set up two kettles, rather than one, if this is possible.

First of all, a roof pump will draw hot material at a very fast rate. If you

draw off your material too fast, and keep adding chunks or lumps of cold material, your reduction or loss of temperature is rapid. It takes greater fuel also. It does deteriorate somewhat the immersion tube unit where the amount of heat is concentrated; whereas, if you can utilize a secondary or stand-by kettle to always have an extra kettle of hot material, I don't think you will ever run into difficulty regarding running out of material or inadequate temperatures.

Roofers Consulted

A roofer asked recently: How do the manufacturers arrive at their recommendations? Well, we have only one way. There is no secret.

We take equipment that is new, unapproved, out on the job. We work with the roofer. We ask him to show us its limitations, and this in turn is available to the entire roofing industry. It is a constant program, and I think it is to the benefit of all to take advantage of these programs.

Another major factor is the reputation of the built-up roofer as an individual. I believe we can base this on

the durability or the cost and maintenance of the roof you have built. In order to apply or build the most durable roof, we are dictated, competition-wise and in the spirit of progress, to take advantage of the latest equipment, methods and techniques that are available today.

Training Is Vital

A very important subject we all overlook is the little time it would take for a proper, planned training program of your own employees or personnel that are in charge of operating this equipment.

We respect the kettleman because to us he is the most important man on the job. Kettles do require a little attention. They are not up to the point of mechanization today that the human element can be completely forgotten. The human element in our industry is an important factor. If we can overcome most of the old backbreaking work in our industry, we can increase all of our production, thereby increasing your profit.

Another important factor that we have noticed is the absence of spare

(Continued on Page 28)

"Remember their names..." it brings in roofing sales

SUCCESSFUL roofing and siding salesmen have learned a sales secret that makes selling easier and helps them close more sales. They call their customers and their prospects by name . . . the correct name.

People like their own names. They are proud of them. In fact, as evidenced by the tremendous market for personal cards, stationery and other personalized items it is easy to see how much emphasis people put on their own names.

Then, too, these people want their names to be correct. Even though the telephone company is very meticulous about the correct spelling of every telephone subscriber's name, they still get plenty of calls from irate people when an error slips by in a new telephone directory.

Roofing and siding salesmen can cash in on this fundamental human trait by calling every prospect or customer by name—the correct name. Here are some of the techniques these successful salesmen use to help them remember their customers' names:

1. Want to Remember

One of the first steps in any type of memory work is the desire to remember something. This step in the memory process shouldn't be too difficult for a roofing and siding salesman. The reason for remembering your customer's name is that it will make your selling easier and will help you close more sales. This, of course, all adds up to more money for you.

Some salesmen keep alive this desire to remember names by thinking back on some sales they have closed quickly and easily where they called the customer by name. You will probably find

By JACK BEDFORD

that you remembered that customer's name and used it throughout the sale.

2. Ask People Their Names

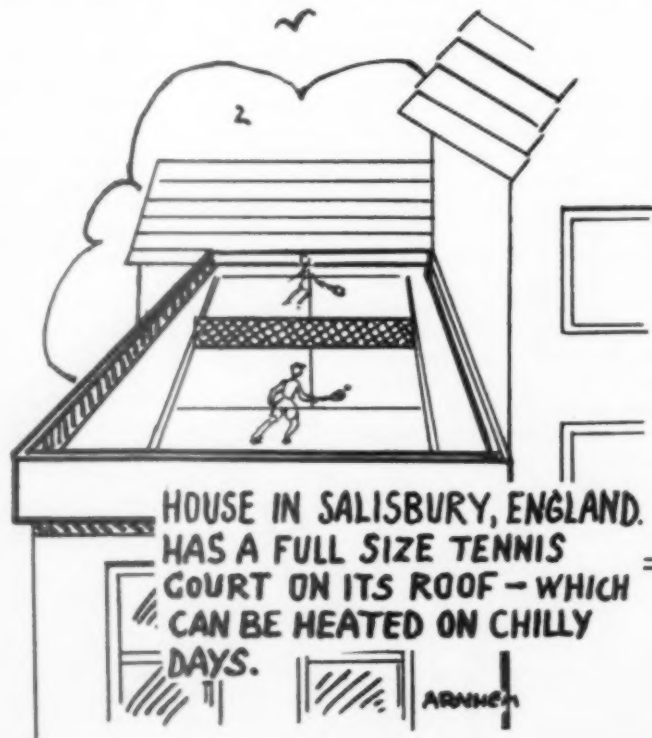
It is natural for a roofing and siding salesman to introduce himself and at the same time get the customer's name. For instance, a salesman could say, "My name is Sam Hurley." Then with a

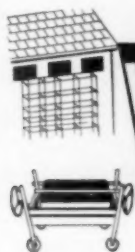
questioning glance at the prospect, wait for him to give his name. As a general rule, people will respond with their names because they are proud of it.

Another selling advantage of this technique is that it gets the customer to talking early in the sale. Some sales are difficult to close because the salesman holds a monopoly on the conversation early in the sale. Then when the roofing and siding salesman wants the

(Continued on Page 26)

Covering The World . . .





WHAT'S NEW



Equipment—Booklets—Practice—Materials

New Cable Staple

E. H. Titchener & Company has introduced a new cable staple which is reinforced by a special rib pressed into the staple head. This trusslike rib, replacing the conventional flat head construction of round wire cable staples, gives the staple head additional stiffness.



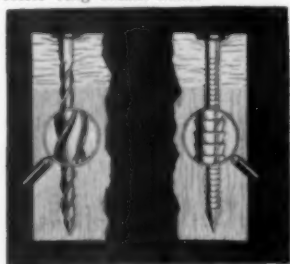
The redesigned "Easy-Drive" staple retains its distinctive holding feature: the staple's barbed legs keep it securely imbedded in wooden beams or joists, and in plaster or cinder blocks.

For use with BX or Romex non-metallic or armored cable, the staples are available in two sizes—1" and 1 1/4" inside length. They are boxed in quantities of 100, 500, and 2500.

(Check #41 on coupon on Page 4)

Screw Nails

Uniformity and precision, high carbon steel and sharp points are the features pointed up by Frank L. Robinson Company for its new Ace Drive Screw Nails and its Ace fetter ring shank nails.



The company also states that the nails have smooth flat heads, clean threads and fenders and smooth shank underhead for permite nailing. They are meant for dry-wall, flooring, siding and underlayment.

(Check #42 on coupon on Page 4)

Rust Inhibitor Paint

The introduction of a new one-coat rust inhibitor aluminum paint, known as Permiste Rust-Blok, has been announced by the Permiste Paint Division of Aluminum Industries, Inc.

After removal of rust scale, one coat of the new paint does the job without any special surface preparation, the company states. The active rust inhibitor combines with by-products of the corrosion to make them ineffective as agents of further rust formation.

(Check #43 on coupon on Page 4)

Built-Up Roofing Data

A new 32-page booklet containing technical data and specifications for installation of Fiberglass Reinforced Built-Up Roofs has been made available to roofing contractors, builders and architects by Owens-Corning Fiberglass Corporation.

The booklet describes in detail the various application techniques for Fiberglass Perma-Ply No. 6, a porous mat of strong glass fibers used to reinforce bitumen on roofs. There are 23 illustrations and charts in the book.

(Check #44 on coupon on Page 4)

This month American Roofer & Siding Contractor introduces a method which will make it easier for readers to get additional information about new products and literature described in the "What's New" department.

Beneath each item the reader will find a code number and a reference to the coupon on page 4. By checking off the numbers of whatever items he is interested in obtaining he will receive the information direct.

Every month from now on code numbers referring to the coupon at the beginning of the magazine will be published under each item. Thus a single letter will get the reader additional information about all published items. The coupon also contains numbers keyed to our "Free Catalogs & Literature" section, published on page 4. These are keyed to advertiser's products, and may be checked off similarly.

Mineral Wool Manual

"How to Install Mineral Wool Pneumatically" is the subject of a new eight-page illustrated manual prepared by the National Mineral Wool Association. It is the first manual covering recommended installation practice to be published by the NMWA.

The manual recognizes that proper installation of mineral wool is the key to satisfactory results, and shows step-by-step, with photographs and drawings, the methods to follow in insulating attics, roofs, sidewalls, basements, crawl spaces, and other areas.

(Check #45 on coupon on Page 4)

Electric Melting Pot

Glas-Col Apparatus Company has recently introduced a thermostatically controlled electric melting pot for melting asphalts, tars, pitches, resins, mastics and other viscous materials. The thermostatic control allows the operator to select exactly the right temperature for the material being melted.

The melter is small—12" x 14", and light—15 pounds. This eliminates the necessity of handling large, heavy production type melters. The unit will easily fit into the trunk of any passenger car. Its portability makes it ideal for maintenance jobs where only small volumes of material have to be melted.



The working capacity of the Glas-Col portable electric melting pot is three gallons. It operates from any 115 volt outlet (1250 watts). The unit's heating elements are of Nichrome V wire. Fiberglass insulation 1/4" thick is used in the heating chamber.

(Check #46 on coupon on Page 4)

Stained Shakes

Olympic Stained Products Company has announced the introduction of stained shakes, which are claimed to be easy to apply and save time.

Known as the Shak-A-Matic, it is composed of two metal clamps, adjustable for the desired exposure and fastened to the lower portion of the last row of applied shakes. The guide bar in lengths of 3 to 15 inches, is cradled on a bend at the top of the metal clamps and forms the straight-edge for the application of the next row. Both shakes and undercourse shingles are then rested on the guide bar and are nailed to the sheathing simultaneously.

(Check #47 on coupon on Page 4)

(More What's New on Next Page)

What's New . . .

(Continued from preceding Page)

Safety Knife

The Lewis Trigger Action Safety Knife answers the need for a sharp cutting tool which can be carried in one's pocket without danger of damage or injury, and which can be put to use instantaneously without further adjustment.



This patented knife features a spring action safety guard which is raised by pressure of the finger upon the trigger or by pressing the knife against the material to be cut. Release of pressure immediately causes the guard to snap back in position concealing and protecting the blade.

Shaped to fit the hand, this practical knife is made of die cast zinc and is guaranteed to be completely unbreakable and rustproof. It is finished in attractive bright chrome.

The blade is made of heavy gauge quality Swedish steel. It may easily be set in any of four positions for such lengths as may be desired. It may be reversed to give twice the use. Manufactured by Flash Box Opener Co.

(Check #48 in coupon on Page 4)

Roll Roofing Package

Quaker State Metals Company is now packaging its Corrugated Aluminum Roofing in Rolls in protective-display cartons.



Printed in orange and black, cartons are in 28" and 48" heights to carry the company's aluminum rolls in four sizes: 28" wide by 50 feet long, 28" wide by 100 feet, 48" wide by 50 feet and 48" wide by 100 feet long. One side of the carton carries suggested installation instructions and the other side has suggested applications.

(Check #19 in coupon on Page 4)

Two-in-One Insulation

United States Gypsum Company has placed a new two-in-one insulation product on the market—"Red Top Insulating Wool with the Silver Shield"—which is composed of mineral wool blankets enveloped in genuine aluminum foil.

The aluminum foil cover reflects 95 percent of sun-generated heat rays. Meanwhile, the millions of tiny air cells in the mineral wool form a barrier to heat travel in and out of

the home. The foil and wool thus combine to permit considerable savings in the cost of air-conditioning installation and the operation of the cooling units, the company states.

(Check #50 in coupon on Page 4)

Gravel Chutes

Canvas gravel chutes, made from No. 1 duck, have been introduced by American Canvas Co.



Rigidly constructed, the chutes are reinforced with nylon webbing, heavy snaps and rings. They come with 10-foot long extensions and are 12 inches in diameter.

(Check #51 in coupon on Page 4)

Tractor for Hauling

A new Standard Bantam 5 H.P. tractor has been developed by the Standard Mfg. & Sales Co. Powered by Briggs & Stratton engines with worm drive differential and transmission providing two speeds in forward and reverse, this tractor can be used by roofing contractors for hauling carts, aerators, and roofing equipment in general. The muffler is fully shielded and positioned so that poisonous fumes are not inhaled by the operator. Junior and deluxe models in three and 8 H.P., respectively, are also available.

(Check #52 in coupon on Page 4)

New Siding Colors

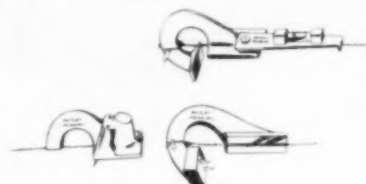
Two new colors—Salem red and Colonial yellow—have recently been added to the Carey Ceramco asphalt cement siding line, manufactured by The Philip Carey Mfg. Co.

These new colors have the same baked on ceramic glazed surface as the other Carey colors, Sherwood Green, Granite gray, Congo brown, Sage green and Whiter Brighter White. The ceramic surface seals out dust, grime, stains and moisture and never needs painting, according to the company.

(Check #53 in coupon on Page 4)

Tools Easy to Attach

Builder's Line Holders, Inc. announces tools that attach to any kind of surface without nailing and thereby eliminate damage to walls, ceilings, floors, etcetera.



These cast aluminum tools are held in place by the tension on the line and so are easily adjusted as the work grows. A built-in level makes setting chalk lines and string lines a one-method operation with absolute accuracy, the manufacturer states.

(Check #54 in coupon on Page 4)

Gasoline-Run Elevator

The Bernico Elevator, recently introduced by Berkeley Metal Products, can help roofers to raise insulation, felt, gravel and shingles.

This elevator is constructed of light gauge steel tubing which makes an extremely rigid boom. There is no need for guy wires or any other steadying props. The machine is of light weight and can be transported easily on a small pick-up truck.

The elevator is equipped with a gasoline engine. Twelve to fifteen tons of gravel can be hoisted in an hour. The actual quantity is always dependent on the height to which the elevator is erected, the number of buckets used and the speed at which the engine is operated.



The driven shaft is located in the base section of the boom, which makes it unnecessary to dismantle this part of the elevator. A separate speed reducer has been eliminated with an engine which has a built-in reducer, and by using a sheave on the drive shaft of the boom. This lightens the weight of the base frame, making it possible for one man to handle any part of the elevator.

(Check #55 in coupon on Page 4)

I.S.A. CALLS ON CONTRACTORS FOR MORE ACTION TO HALT SLUMS, IMPROVE HOUSING

"Are we building homes too fast?" This question has been asked repeatedly of bankers, builders, contractors and homeowners during the first half of this year. The principal concern in back of the query is whether the national economy and the building industry are in danger because the number of new homes exceeds the number of new families.

Actually there is no reason for anxiety as more than 460,000 housing units become obsolete every year. This figure added to the 700,000 new families created this year equals the million-plus rate at which new homes are currently being built.

The Insulating Siding Association has appealed for public support of a campaign to save neglected housing units on the ground that they are still needed. If obsolete housing is allowed to continue rotting away, the ISA warns, then they will add to our already over-extended slum areas.

Typical candidates for the "new slums" are the apartment units that sprang up around defense plants during World War II. The average development of these apartments has changed hands frequently with each new owner spending less and less on maintenance.

Here's How

The Association points to one outstanding example of what can be done

to save these developments from blight. It cites a development of 1,000 apartments, in 180 buildings, that were erected near an Ohio arsenal.

By early 1954, the units had deteriorated to the point that they were in worse condition than buildings four and five times their age. Then a new owner took over. Instead of sitting back and collecting rent and letting the property continue to deteriorate, he decided to change the pattern. He began to modernize the apartment buildings.

A basic step in the modernization was to give each building a new covering of insulating siding, covering the dingy, soot-stained wood siding. The bright pastel colors of the new siding lifted the spirits of the people who lived in the apartments. The insulating value of the siding increased their living comfort and reduced their fuel bills.

Finishing Touches

Little roofs were added over doorways and other architectural changes—gay shutters, for example—were added to break up the monotony of line offered by the box-like buildings. More than 1,000 trees were planted around the yards.

But the lesson provided by this project, points out the Insulating Siding Association, is plain. The time to save such developments is NOW. Roofing

and siding contractors ought to continually stress the importance of preventing the advance of slums through home improvement and modernization projects.

S. C. Roofer Praised For Award-Winning Industrial Plant

J. Roy Martin & Company, Anderson, S. C., is proud of the part it played recently in the construction of the American Bakeries Co. plant in Anderson.

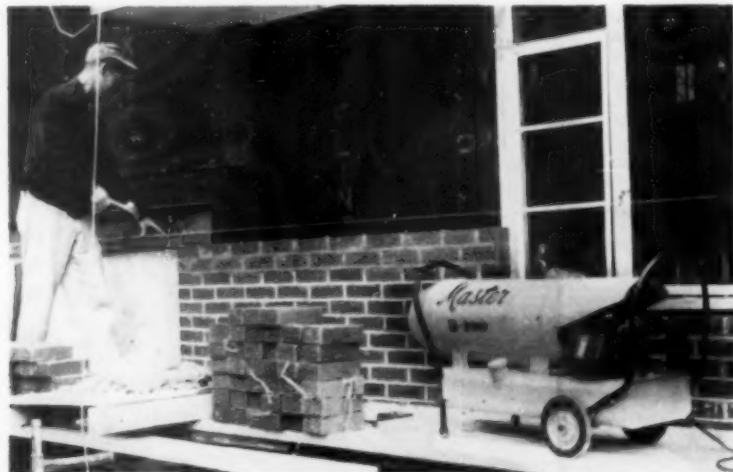
This plant was selected by the board of editors of "Factory" as one of the 32 winners of special awards in "Factory's" 21st annual competition for significant plants of the year. In recognition of Daniel Construction Company's contribution to the creation of this award-winning plant, the firm received a citation early in May. J. Roy Martin & Company performed the roofing and sheet metal work.

This is the second citation which Daniel Construction Co. has received in recent months, the other being in connection with the Coats and Clark project at Toccoa, Ga. J. Roy Martin and Company also did the roofing and sheet metal work on this project.

The Coats & Clark project at Toccoa was slightly over 3,000 squares in area and they applied a four-ply vapor seal course, 2" insulation, and a twenty-year bonded tar and gravel roof. This job was undoubtedly the first one in the

(Continued on Page 24)

Portable Heater Makes Work Easier For Roofers in Cold Winter Weather



An answer to cold-weather work stoppages came recently in the announcement of a portable heater which can run for 12 hours at a time on one load of fuel.

The heater is designed to help warm up roofers shivering on roofs or scaffolds during the winter. It has a 100,000 BTU per hour capacity with ¼ hp combined fan and pump motor that blows 500 cubic feet of warm air per minute. The cost of operation is said to be only 12 cents an hour. Kerosene or fuel oils No. 1 or No. 2 can be used.

Of light weight—only 78 pounds without fuel—the heater can be lifted or wheeled to wherever it is needed.

Worker, standing on scaffold, applies bricks and siding to house while the portable heater keeps him warm in frigid weather. The heater is small and light enough to be used on scaffolding and other spots.



Pabco Products Opens New Plant in California

California's Lieutenant Governor Harold J. Powers officiated recently in the opening of the new plant of Pabco Products Inc., at Wilmington, Calif.



Lt. Gov. Harold J. Powers (left) of California starts machinery at new Wilmington roofing plant while Pabco's vice president J. F. Havard looks on.

The new plant, occupying 41,000 square feet, is designed to produce 100,000 tons of asphalt roofing and shingles per year. At the ceremonies opening the plant, J. F. Havard, Vice President of Pabco, said the plant will help meet the growing demand for quality roofing materials in Southern California, Arizona and New Mexico.

At capacity, the plant will employ approximately 100. One of the outstanding features of the machine building is that it is designed in fully-enclosed sections to confine the source of fumes. A specially designed disposal system almost entirely eliminates fume discharge. Havard also disclosed that the company will open two new gypsum wall-board plants in Newark, Calif., and Florence, Colo., next spring.

Pecora Paint Builds New Warehouse in Texas

Pecora Paint Company has just completed the construction of a new warehouse and branch office at Dallas, Tex., to serve customers in the Southwest (Texas, Arkansas, Mississippi, Louisiana and Oklahoma).

William J. Bole will go in as the new Southwest Sales Manager, while John Shaw will handle the job of Warehouse management, according to Mr. H. Wesley Hibbert, Executive Vice President.

Dandrow Named VP for Customer Relations at J-M

C. George Dandrow has been appointed to the newly-created post of Vice President for Customer Relations of Johns-Manville Corporation, it was reported by President A. R. Fisher.

Mr. Dandrow will aid company divisions in sales of J-M products to the utility, transportation, industrial and building construction fields, as well as handle trade relations activities. He will assume his new duties on January 1, 1956. Mr. Dandrow was elected to a vice presidency in 1946. He recently retired from the presidency of the New York Building Congress.

Carey Appoints Howard And Bainum to Key Posts

The appointments of C. E. Howard as General Manager of the new Eastern Division, and of C. J. Bainum as Manager of the St. Louis and Southwest Divisions were announced recently by The Philip Carey Mfg. Company.



C. E. HOWARD

John W. Humphrey, company president, reported that the new eastern division includes the sales districts of Charlotte, N.C., Boston, New York, and Philadelphia and the manufacturing facilities at Perth Amboy, N. J. Mr. Howard joined Carey in 1937 as a salesman and has held posts as Philadelphia Assistant District Manager and New York District Manager.

Mr. Bainum will also take an active part in the development of the Carey plant at Houston, Tex. He has served previously as Sales Supervisor for St. Louis, and Assistant District Manager in Cincinnati.

Pittsburgh Corning to Raise Insulation Production by 50%

J. P. Staples, executive vice president of the Pittsburgh Corning Corporation, has announced that the company will expand production of Foamglas cellular glass insulation at its Port Allegheny, Pa. plant by 50%.

Additional melting and processing equipment, at an estimated cost of \$1,250,000, will be installed in existing buildings. This expansion is in addition to a similar 50% increase in production at the company's Sedalia, Missouri plant announced earlier this year. This program, costing \$1,500,000, is now nearing completion.

Koppers Elects Bachman VP, Names Bartholomew Mgr. Of Tar Products Dept.

Koppers Company, Inc. has announced the election of Dr. Paul W. Bachman as Vice President and Director of Research and Development, and the appointment of T. H. Bartholomew as Manager of the Procurement Department, Tar Products Division.

Fred C. Foy, Koppers President, announced that Dr. Bachman, a veteran of 25 years' service in research and development work with several major chemical companies, will guide the company into new fields and spearhead the development and commercialization of research-born products.

Mr. Bartholomew's appointment was reported by R. R. Holmes, Vice President and Manager of the Tar Products Division. Formerly Contract Manager of the Procurement Department, Mr. Bartholomew fills the position left vacant by H. B. Cummings, who has been named Assistant Manager of the Marketing Department.

Cayce Elected President of Mineral Wool Association

Eldred Cayce, manager of the building products division, Tennessee Products and Chemical Corporation, was elected president of the National Mineral Wool Association at its recent meeting at The Homestead, Hot Springs, Va.



Eldred Cayce, right, new president of NMWA, is congratulated by retiring president E. K. Clark.

Mr. Cayce succeeds E. K. Clark, vice president of Johns-Manville Sales Corporation. M. C. Fairfield, sales manager of Insulite Division, Minnesota and Ontario Paper Company, was elected vice president, and Jul Z. Hollman of the Flintkote Co., was appointed treasurer.

Chase Bag Expands Facilities To Rot-Proof Membrane

Chase Bag Company announced expansion

of its processing facilities which now permit rot-proofing of its entire output of asphalt-saturated jute membrane.

John F. Casey, Sales Manager of Impervitex, reported that the company has discontinued the production of utility grade material. Henceforth, only the rot-proofed membrane, Chase Impervitex (ASTM Specification D1327-54T) will be produced. No price increases were announced.

Owens-Corning to Build N. J. Plant, Appoints Biggers Nat'l Account Executive

Owens-Corning Fiberglas Corporation has announced plans to build a new plant in New Jersey to be devoted chiefly to manufacture of Fiberglas insulation, noise control products and other building materials.

President Harold Boeschstein said that the plant will be built on a 120-acre site on the New Jersey Turnpike, seven miles south-east of Camden. Construction will begin this winter and production is scheduled to begin next fall.



REEVE K. BIGGERS

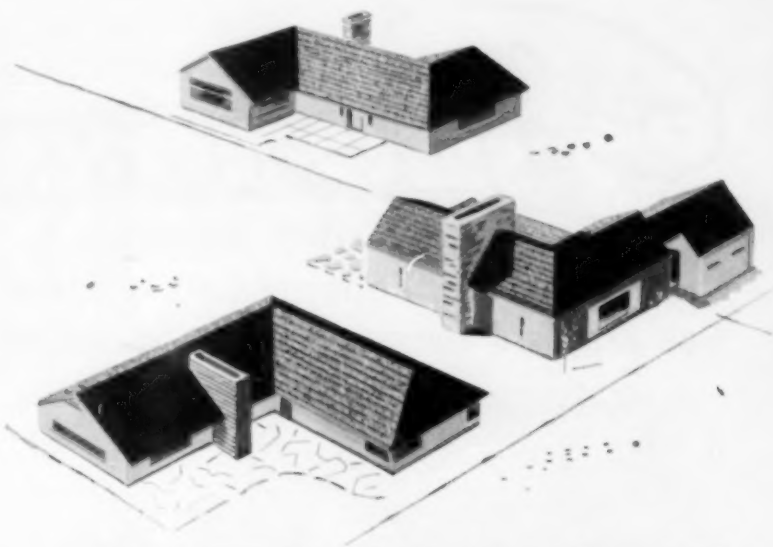
Mr. Boeschstein also reported the appointment of Reeve K. Biggers as national account executive. Working out of New York, he will service major customers headquartered in the metropolitan area. Mr. Biggers will also direct the company's Technical Services Department which is concerned with specifications work and sales through architectural firms and other specifying agencies.

Building Activity to Continue Strong in '55, Dodge Corp. Says

The extremely high levels reported in the first half of this year for construction contract awards indicate that building activity will remain "very high" for the remainder of the year, it was reported recently by Dr. George Cline Smith, economist for F. W. Dodge Corporation.

"There has been, in recent months, no indication of a downturn underway," Dr. Smith said. "In June, total awards were 30 percent ahead of June 1954, exactly the same as the increase for the whole six-month period and far above the 13 percent increase of May 1955 over May 1954."

In his midyear review of contract awards in the 37 eastern states, as compiled from Dodge Reports, Dr. Smith said that the most significant features of the first half of 1955 were: A "very sharp reversal" of the down-trend in industrial construction which followed the Korean War, large increases in contracts for new residential construction



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over the preceding year "with practically all of the emphasis" on single-family homes, and substantial increases in every major category of construction. The smallest increase over the first half of last year was in educational buildings which went up only four percent. Dr. Smith noted, however, that the educational total was huge, amounting to slightly over a billion dollars "for a new all-time record."

Kaiser Buys Gov't Plant, Expands W. Va. Mill

Purchase of the General Services Administration's aluminum extrusion plant at Halethorpe, Md., and expansion of the sheet and foil products plant at Ravenswood, W. Va., were announced recently by Kaiser

Aluminum & Chemical Corporation.

The extrusion plant at Halethorpe, which Kaiser has been operating under a lease with



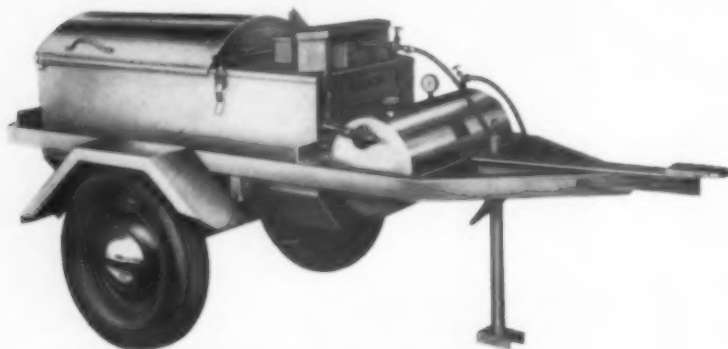
Artist's sketch of Kaiser's aluminum sheet and foil rolling mill under construction at Ravenswood, W. Va.

GSA since 1951, was purchased for \$3,841,000. This 270,000 square foot plant houses five extrusion presses. Because of various capital improvements, capacity has been raised to 24 million pounds of extrusions per

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- Comfort, convenience, cleaning and protection features for workmen.

Speed-Master Kettles are made in standard sizes of pneumatic-tired trailer models—55, 80, 115, 165, 230 and 330 gallon capacities. Skid or leg models—40, 55, 80, 115 and 165 gallon capacities.

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year. Kaiser intends to increase capacity still further to 46.2 million pounds per year.

At Ravenswood, an additional \$75 million will be spent to enlarge and complete a fully integrated sheet and foil rolling mill by early 1957. Representing an investment of about \$100 million, this plant capacity will be 333.5 million pounds of sheet and foil per year.

Plastic Panels Cut Daytime Glare At Calif. Plant

The newest industrial development just completed by Dudley Steel Corp. for the Corona Clipper Company in Corona, Calif., features the use of plastic panels along the 180-foot roof-length.



Corrugated plastic sheets on the roof proved a good insulating material and helped reduce daytime glare in this new California plant.

A fabricator of industrial buildings, Dudley Steel decided upon the use of this material, reinforced with Fiberglass and Nylon, to reduce initial skylight costs and eliminate replacement problems. The corrugated plastic sheets proved easy to install, requiring no specially skilled labor.

Workers at Corona, largest manufacturers of produce industry clippers west of the Mississippi, commented favorably upon the "soft" lighting effect produced and the complete absence of harsh daytime glare.

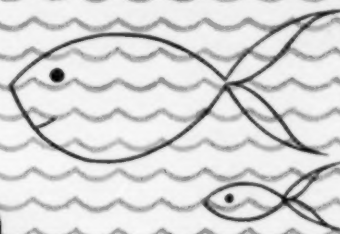
The Corona Clipper Company building measures 90 by 180 feet and also features deep-throated rotating vents for improved circulation. The building represents the first major move for the company since 1938 and is located on a 5½ acre plot. A continuing expansion program calls for the construction of two additional buildings, one for warehousing facilities and the other to be occupied by the subsidiary Corona Forge Company, manufacturers of all types of commercial forgings.

Photos & Data Courtesy
Filon Plastics Corporation



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waterproofing



Wherever there's a hydrostatic head or danger of water seepage Karnak Membrane Waterproofing is the best protection you can get.



Karnak membrane fabric is saturated so that it is non-sticking and unrolls easily... to the very end. There is no waste. It "works" faster, lays on wrinkle-free...saves labor cost on the job.

Open mesh, long-fiber-cotton cloth, saturated with specially prepared asphalt so as to leave the mesh open, is layered on the job with alternate moppings of highly refined, ductile asphalt. The open mesh allows the mopping asphalt to penetrate and interlock the layers. This provides a firm, mechanical bond that resists abrasions, settling and cracking thus maintaining water resistance through the life of the structure.

The layering of fabric and asphalt is the only method of waterproofing that insures proper thickness of asphalt throughout the application. For normal

application with hydrostatic head up to 15 feet, two plies of fabric are sufficient; hydrostatic head of 15 to 20 feet takes three plies; four plies are sufficient to waterproof any class of work regardless of hydrostatic head.

Whatever your waterproofing problem, Karnak will prove best. Bridges, buildings, tunnels, retaining walls, viaducts, swimming pools, all need and use Karnak. The Merchandising Mart, Chicago, Ill., used Karnak over twenty-five years ago...the Fairless Works of U.S. Steel used it last year. Specify Karnak on your next waterproofing job.



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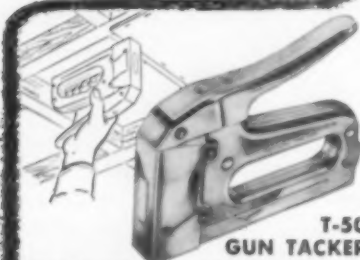
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Non-Inflammable Vapor Barrier Installed Over Metal Roof Deck



In this view of the Dickenson Elementary School, Mt. Clemens, Michigan, a workman installs the first application of a non-flammable vapor barrier over a metal roof deck. Fibreboard insulation is placed

over the material after a mopping of adhesive. In the foreground are accoustical panels of the Detroit Steel Products Company.

S. C. Roofer Praised

(Continued from Page 19)

Carolinas where a gravel spreader was used to any extent, according to Mr. J. R. Martin, Jr.

The bakery job in Anderson was unusual in that it contained the largest amount of copper metal work for its size of any job which has ever been done by Martin. All of this copper had

to be treated, states Mr. Martin, so as to produce the green patina which is normally associated with old copper in coastal areas. The company experienced a great deal of difficulty in finding a solution which would produce this green color but was finally able to satisfy the architects.

Even the Farm Shed Has Insulated Siding



Typical of the modern buildings that meet strict requirements for maximum efficiency in farming is this low cost utility or machinery shed. Its low cost was made possible by such practices as "skip

laying" the sheathing. The insulating siding used to finish the sidewalls requires a minimum of maintenance since insulating siding needs no painting or staining.

Mica-armored LAYKOLD® FIBRECOAT gives longer-lasting roof protection

Fibrecoat is factory-compounded with pure asphalt and mica flakes to form a tough, durable coating that gives unsurpassed protection, as proved by Bureau of Standards Tests. Easily meets Military Specification MIL-R-3472.

at lower costs

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and FIBRECOAT goes on easier

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the NEW GLAS-COL portable ELECTRIC MELTING POT

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Use it for melting asphalt for roof jobs . . . tar for sealing seams in concrete . . . and many other maintenance applications.

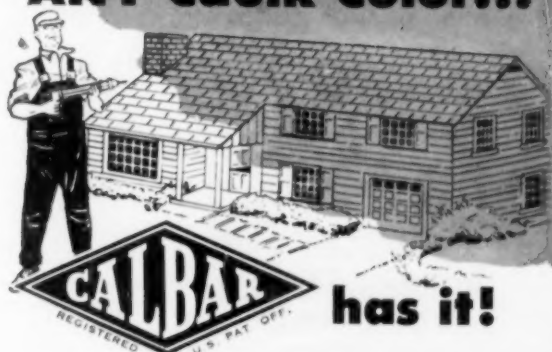
Plugs into any 115 v outlet (1250 watts). 3 Gal. capacity. Heating chamber Fiberglass insulated.

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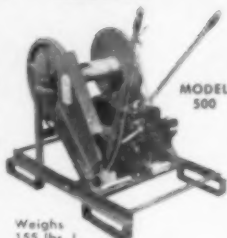


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500 Lbs.

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gasoline
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rugged
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drum with
200 ft.
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WEIGHS
155 lbs. !
Set it anywhere.
Slide a plank thru frame
and weigh it down.

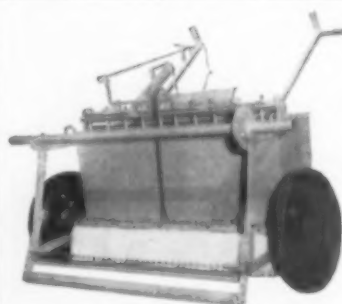
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Siding Co. Sponsors Display in National Housing Center

The new National Housing Center, which opened last month at Washington, D. C., has among its exhibits a permanent display sponsored by Lyf-Alum, Inc., a manufacturer of aluminum clapboard siding.



Shown above is the Lyf-Alum exhibit at new National Housing Center.

The display had its preview during the week of August 21 in the lobby of the Marshall & Ilsley Bank at Milwaukee. The National Housing Center will enable building industry manufacturers to demonstrate to architects, builders and home buyers the latest developments in building products.

"Remember Names"

(Continued from Page 16)

customer to talk, the customer is out of the habit.

3. Get the Name Right

If the prospect doesn't give his name clearly, it is a good idea to ask the customer to repeat it. It is much better to get a clear impression at first than to run the risk of mispronouncing the customer's name later in the sale.

Some roofing salesmen ask the prospect how the name is spelled if the prospect's pronunciation is not clear. For example, the prospect might say, "Mr. Hammett." The salesman could ask if the name has a double "m" and a double "t".

4. Concentrate on the Name

After getting the prospect's name, most salesmen make an effort to eliminate other thoughts from their mind for a brief instant. They think only of the name and the prospect. They focus their attention on the name and

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Two cutting points on 2 in 1 heavy duty knife blade; easy to remove.

Extra blades. No. 102 Blade for No. 10 tough razor sharp steel.



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Low cost—short point round stained handle.

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make an indelible impression of it on their memory.

One technique that some roofing and siding salesmen use for this is to picture the customer's name in foot-high letters. By forming a mental image of the customer standing under a sign made up of foot-high letters of the name, it is easy to concentrate on the customer's name.

5. Repeat the Name

Repetition is one of the oldest methods used in memory work. Many things that we remember have been accomplished by the process of repeating and repeating.

To remember a roofing, siding or insulation prospect's name, it is best to repeat it several times. Here is the technique many successful salesmen follow in repeating their customer's name:

1. They repeat it silently after the customer gives it in the introduction.
2. They repeat it as often as possible during the sales conversation with the customer.
3. They repeat it when they leave the prospect to give them a final reminder of the customer's name.

6. Associate Name with the Customer

This is another fundamental rule for remembering names. It is easiest to form an association of the name and the face when we know something about the person's interests. Most successful salesmen try to make a good association rather than one that is not pleasant. For instance, if Mr. Brown is bald, they do not make an association about the baldness, but about something else that is more pleasant to remember.

One danger of association is that the customer will be associated with some of his present surroundings. For instance, in calling on a building contractor, it might be easy to make an association of the name, face, and firm name. However, if this prospect is seen away from his office, the name might not be recalled because the association would not be present.

7. Review the Name Periodically

When a prospect is greeted by his name several months after the roofing and siding salesman called on him, he is pleasantly surprised. He will form a favorable impression of the salesman and will think of him when he is making plans in the future.

Some salesmen keep a prospect file



**"ALEMITE
VERSATAL PUMPS
cut labor
costs 30%
on our
roofing applications"**

Leading Contractor... speeds application of liquid roofing materials!

Alemite's "Barrel-to-Roof" application method results in important savings for roofers everywhere. Using Versatal Pumps, a leading Cleveland roofing contractor was

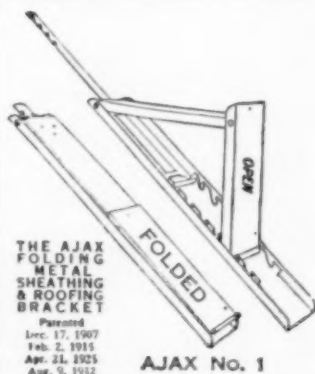
able to apply a chemically-fortified asphalt up to 30% faster. The savings are obvious.

No transfer of materials! No hoisting to the roof! And no material waste. Versatal methods permit the use of a light five-foot spray head and hose. With Versatal Equipment you can pump direct to roof from as far as 300 feet. Pays for itself in no time — frequently on the first job.

Start now to spray roofing and insulating materials direct from original containers with Alemite Versatal Equipment.



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MAN-size — Superefficient
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HEAVY SNAPS
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17 FEET LONG
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TERMS NET 30
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Write TODAY for prices and samples.

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and review this every month to see if the name brings to mind a vision of the prospect. This is done with prospects and with closed orders to keep the memory muscle limbered up for remembering names and faces.

This review will do something else that is important in the memory process. It will give a salesman confidence in his ability to remember names, and the more confidence a roofing and siding salesman has about his ability, the easier it will be to remember the names of customers and prospects for roofing and siding.

Equipment "Know-How"

(Continued from Page 15)

parts on the job with mechanized equipment. For an investment of approximately \$150 to \$200 to back up your kettle burner or your roof pump, you can save several hundred dollars on the job. Naturally this can't be done if stoppage or breakdown necessitates complete shutdown.

Needless to say, we have a statement: Take care of your equipment and it will take care of you. We are all in business to make a fair margin of profit. Have an adequate planned training program for your employees, check on the latest equipment and methods, techniques and know-how that are available to you in our industry today, and if it is at all possible, have an adequate stock of spare parts on the job and have equipment preparatory to getting hot material to the roof. In summarizing for the manufacturer, we are cognizant and appreciative of our responsibility to you to introduce and furnish equipment that will increase your production at the lowest possible cost.

Roof Decks

(Continued from Page 13)

Mr. Baird and Mr. Craig of the Lubrisol Co.

Frank Bowman, Executive Secretary of NERSICA.

The thirteen basic questions around which the Forum will be built are as follows:

1. Should roof decks be flat or sloping?
2. Should roof decks be fire resistant?
3. Should expansion joints be used on large area roofs?
4. How can problems be solved for allowing decks sufficient room for expansion and con-

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Gives facts about Asbestos, technical developments.
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**FREE LITERATURE
YOURS FOR THE
ASKING — PAGE 4!**

- traction?
5. Are decks being installed too tight to exterior walls?
 6. Should vapor seals be used on all roof decks?
 7. Should roof decks be vented?
 8. Should prefabricated roof decks be preferred over conventional?
 9. How can precast plank decks be installed more evenly? Is joint grouting being given proper attention?
 10. Should poured gypsum decks be allowed to dry out prior to applying roofing?
 11. How can a manufacturer exert supervision to oversee lightweight deck applicators to guarantee the proper mixture?
 12. How can deck manufacturers offset the possibility of asphalt and pitch drippage through their deck?
 13. Should roof deck manufacturers provide means for fastening roof coverings?

Members of the Roofing Committee who attended included: Charles Griffiths, Binghamton Slag Roofing Company, Binghamton, New York; John Caldwell, A. G. Stafford Company, Canton, Ohio; C. Glenn Fry, Bonded Applicators, Inc., Waynesboro, Pennsylvania; C. N. Nichols, Managing Director of NERSICA, Inc. and E. F. Williams, President of NERSICA, Syracuse, New York.

Hailstorm in Montana

(Continued from Page 12)

he said crisply, "is a little bit of something for painting and siding." It took some doing, but he was finally prevailed on to accept a substantial settlement for roof damage.

From a "little bit of something" to the \$150,000 damage inflicted on the big refinery out on Lockwood Flats pretty much sums up the story of the rampaging hailstorm that battered Billings July 6. While the adjustment crews are pretty much in the mopping-up stages, the contractors are still working full tilt at repairing old roofs and installing new ones throughout the area.

The most familiar and welcome sights in Billings these days are the neatly stacked piles of shingles up and down the shaded residential streets; and the familiar kettles of the built-up crews downtown. The roofers are on the job taking care of a two or three year workload in a matter of months.

HOME IMPROVEMENT FIRMS

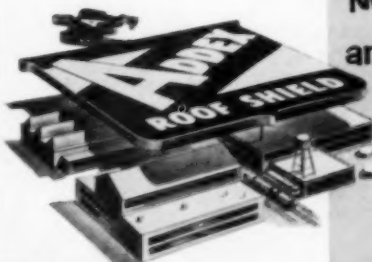


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Building Insulation. by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$5.25.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Shop Practice. by Leroy Fowler Bruce. 251 Pages, 296 illustrations, \$4.00. The experience-tested practices of an expert craftsman.

Asphalt and Allied Substances. by Herbert Abraham. 1,515 Pages. 2 Vols., \$27.00 for New Edition. A key to virtually all available knowledge on asphalt, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing asphalt shingles, built-up roofing and water proofing.

Skylight and Room Tables. by H. Collier Smith. 134 Pages. \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades. by Townsend-Dalzell-McKinney. \$6.75. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

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Nailing It Down

(Continued from Page 7)

movement places additional demands not only on residential building but on most other types of construction.

"Providing for the wants of these new people, plus the constantly improving standard of living that the rest of us have come to expect, will require a large expansion of the national economy. Total output today, as measured by Gross National Product, is running at about \$385 billion a year. The President's Council of Economic Advisers expects it to rise to at least \$500 billion by 1965. In the light of these figures, and the historical relationship of construction to total output, \$450 billion of new construction in the ten-year period would actually be a relatively modest figure."

"Operation Home Improvement," the promotion campaign which is sponsored by the Chamber of Commerce of the United States as a year-round "industry-wide campaign to improve America's homes," has set up shop with its own offices in Rockefeller Center, N. Y.

The organization for the campaign has adopted a seal. The seal, showing a gold eagle against a blue background, has the words "'56 . . . the year to FIX" bannered across its front. Beneath the words is an outline of a house. *Operation Home Improvement* is printed around the outer circle of the seal.



This is the colorful emblem of the "Operation Home Improvement" campaign.

The seal will appear editorially in

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many magazines and house organs. Many manufacturers have lent the organization considerable support both financially and with publicity and advertising resources.

The OHI has announced that a Sales Promotion Kit will be available for use at the local level. This will be a basic kit of promotional materials (mats, window streamers, truck cards, suggested radio and TV commercials) which the local roofing and siding manufacturer can use to tie-in and promote his own business.

Nersica, Inc. which pioneered the recent home improvement drive with its creation of National Home Improvement Month, has announced its support of Operation Home Improvement.

According to Nersica, the industry, "now operating at an annual volume of approximately \$8 billion, may be expected to edge closer toward the \$12 billion figure which leading authorities see as a quick potential, if not actually exceeding it."

Nersica warned about efforts of shady operators to cash in on this promotion, and urged cooperation to keep them out at the start:

"A very important phase of Operation Home Improvement will consist of exposing and restraining these operators. To this end, it is urged that you cooperate closely with your Better Business Bureaus and Chambers of Commerce. Only through honest service by competent participants who step quickly into the lead—and stay there—can the American public gain the intended social and economic benefits of Operation Home Improvement."

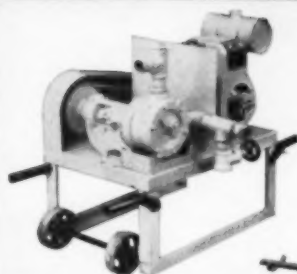
Bonus Plans

(Continued from Page 9)

results. This method has much to recommend it from an employee relations standpoint and taxwise. However, unless your business operates on a cost accounting basis and you have a yardstick to measure results for all employees, it will not be practical to allocate the bonus on this basis.

Another plan is to base the bonus on the length of service. For instance, if the total time of five employees totals 25 years service, the bonus would be paid on the basis of 4% of the total bonus for each year of employment. With a bonus of \$2,000 a one-year employee would receive \$80; a five-year

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Put a ceiling on your roofing costs. Check the Littleford 75 Roof Pump, the 66-B "Kwik-Melter", and roofers' tools and accessories.



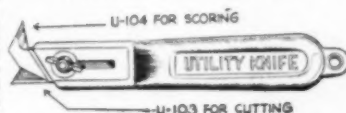
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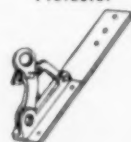
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employee, \$400; and a ten-year employee, \$800. This system puts extra emphasis on employee loyalty and tends to reduce labor turnover in the roofing and siding business.

Still another plan of allocating the year-end bonus to the employees is to base it on the annual salary of the employees. The total payroll of the business is divided into each employee's annual earnings. This provides a percentage figure to be used in dividing the year-end bonus to each employee.

For example, a contractor with an annual payroll of \$80,000 would divide this figure into an employee's annual earnings of \$4,000 for a 5% allocation figure. The employees share of the firm's year-end bonus would be 5% in this case.

Other factors may be worked into the allocation of the firm's year-end bonus. For instance, you may want to include a provision for encouraging new employees. You may want to give bonus payments for participating in cost-reduction programs, or, you may want to have penalty provisions for not reporting to work. All of these, and other profit factors, can be worked into your year-end bonus plan.

Avoid Tax Pitfalls

Taxwise there are two things to keep in mind about your year-end bonus plan:

1. It must be "reasonable."
2. It must not be a disguised dividend.

There is no exact mathematical formula for computing the "reasonable" requirement of the year-end bonus. According to the Internal Revenue Bureau, a bonus is "reasonable" if it is what would be paid under similar circumstances by similar firms for similar services.

As a general rule, the Internal Revenue Bureau interprets "reasonableness" by the skill or training required to perform the job, the amount of responsibility demanded on the job, the profit earned as a result of the employee's work, and the future prospects for the individual and the roofing and siding contractors.

Another area often investigated by the Internal Revenue Bureau on year-end bonus payments is to minor children of the contractor. When the year-end bonus payment to a minor child is out of line with the responsibility, skill, and profit contribution of the child, the amount of the year-end bonus may

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be disallowed by the Commissioner. This, of course, will increase your income taxes.

Part #2 of the requirements for a year-end bonus plan covers the "disguised dividend" aspect. This provision hits hardest bonus payments to stockholding employees of the contractor but should be checked carefully in all cases.

When a bonus paid to an employee bears a close relationship to his holdings in the company, the Internal Revenue Bureau may disallow part or all of the year-end bonus paid. Even though there is no relationship between the holdings of the stockholding employee and his year-end bonus, part of the payment may be disallowed.

To be on the safe side, a contractor should base the year-end bonus payments on: skill, training, responsibility, working conditions, profit contribution, and future prospects of the employee and the roofing and siding business.

Pay Bonus with Showmanship

This, of course, does not mean that a contractor should hire a brass band when he presents his employees their year-end bonus. But, a little quiet showmanship will make the employees feel that they are actually getting something over and above their regular salary as a bonus.

One roofing and siding contractor, for instance, gives his year-end bonus payments in the form of certified checks. This makes the transaction seem more legal to the employees and makes the payment more impressive.

Another contractor always passes out his bonus checks in private. This provides an opportunity to add a few personal words of "thanks" to the cash bonus he gives to his employees. And, it tends to keep the amount of the bonus on a more confidential basis in the organization.

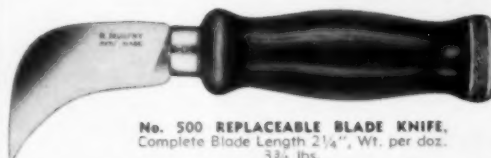
Contrast these ideas with a bonus that is included in the regular pay check. The employees know there is a bonus, but it takes a little figuring to arrive at the amount that is extra. And, with income tax and social security deductions, the amount of the year-end bonus is not as impressive as when it is paid separately.

Year-end bonus plans do not cost as much as you might think. And, when the long-term benefits of better employee relations is considered, the expense is changed to an investment in the future success of your roofing and siding business.

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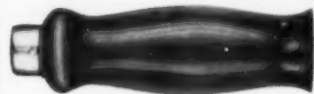


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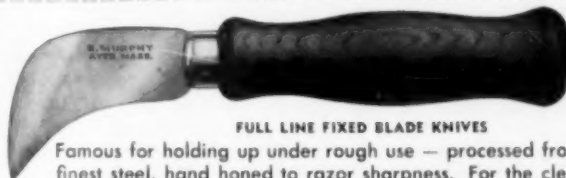


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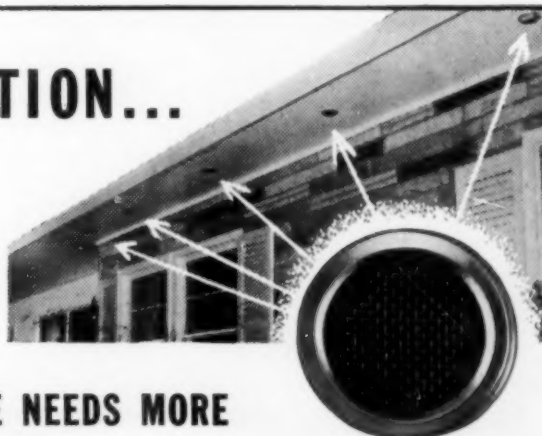
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INDEX ADVERTISERS

Aeroil Products Co., Inc.	8
Ajax Building Bracket Co.	27
Aluminum Co. of America	3
American Associated Co.'s	28
American Bitumuls & Asphalt Co.	25
American Canvas Co.	28
Arrow Fastener Co., Inc.	24
Barber Oil Corp.	32
Barrett Div., Allied Chemical & Dye Corp.	2
Berkeley Metal Products	30
Budget Charge Accounts, Inc.	29
Bugher Mfg. Co.	32
Calbar Paint & Varnish Co.	25
Cartier & Sons Co., The M. N.	28
Cupples Co.	32
Ferro Corp.	21
Frey & Co., Frank P.	26
Glas-Col Apparatus Co.	25
Hauck Mfg. Co.	22
Hyde Mfg. Co.	26
Koppers Co., Inc.	35
Labeo, Inc.	29
Lehon Co., The	Back Cover
Levow, David	31
Lewis Asphalt Engineering Corp.	23
Lil-Ad Features	22
Littleford Bros., Inc.	31
Manual Editions	5
Metropolitan Roofing Supplies Co., Inc.	28
Midget Louver Co., The	33
Moll Conveyor Co.	32
Murphy Co., R.	33
Nixalite Co. of America	32
Reimann & Georger, Inc.	26
Roofmaster Products Co.	26
Ruberoid Co., The	6
Silvercote Products, Inc.	34
Stewart Warner	27

Atomic Age Selling Discussed by Flacagab

AT the fourth annual gathering of the Flacagab Association in Savannah, Ga., October 1, "Selling in the Atomic Age" was discussed by Martin V. Coffey, director of merchandising of the Philip Carey Manufacturing Co. of Cincinnati. Roofers from four states were present.

Flacagab is a coined word meaning Fla (Florida), Ca (Carolinas), Ga (Georgia), B (Boards) and is more expressly a joint meeting of the governing boards of three roofing and sheet metal contractors associations from the states of North and South Carolina, Florida and Georgia. Its primary purposes are to discuss common problems of the industry; of their bordering association work; and to cement a fellowship which is possible only through personal acquaintance-ship.

Most of the membership of about 60 attended as well as many visiting dignitaries from all over the country.

The day's program began with an individual association breakfast meeting, then convening as "Flacagab" in the middle forenoon, then after luncheon continuing in a round table forum in the afternoon.

All attending wives were treated to a "get acquainted" luncheon.

Associations participating in Flacagab include: Carolinas Roofing and Sheet Metal Contractors Association of which W. Rhett Hartin, Jr., Columbia, S. C. is president; Roofing and Sheet Metal Contractors Association of Florida, of which Don Brown, St. Petersburg, Fla. is president; and Roofing and Sheet Metal Contractors Association of Georgia, of which James H. Welch, Valdosta, is president.

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